

# BILAL ABDULLAH

Atlanta, Georgia 30326 | 404.563.3244 | bilalabdullah619@gmail.com | [linkedin.com/in/bilalabdullah/](https://www.linkedin.com/in/bilalabdullah/)

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## M.S. IN BUSINESS ANALYTICS (MSBA)

*An enthusiastic analyst that likes to analyze what a business needs to function optimally and what it needs to improve, and then work to implement solutions using Power BI dashboards and Tableau. This include improving processes, changing policies or introducing new technology.*

### CORE COMPETENCIES

- Excel/Power BI/Tableau Tools
  - Data Visualization
  - Data Cleaning & Collection
  - Data Driven Decision Making
  - Applied Data Analysis
  - Statistical Methods/Modeling
  - R/SQL/Python Programming
  - Data Mining
  - Contingency Planning
  - Forecasting & Budgeting
  - Process Improvement
  - Statistical Report Generation
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## PROFESSIONAL EXPERIENCE

### Jubilee Life Insurance Company

2017 – 2019

#### Internal IT-Auditor

Examined internal IT controls at one of the largest regional insurance companies servicing large corporations. On a daily basis, evaluated system design/operational effectiveness, and developed remediation strategies for risk exposure. Analyzed data obtained for evidence of deficiencies in databases and presented solutions to mitigate business risk and negative trends. Ensured company followed government guidelines via evaluating system compliance with local and federal regulations.

#### Key Accomplishments:

- Implemented and upgraded security measures to protect company data, systems, and networks from cyber security threats. Increased company profit margin by \$10-20K annually in less than a year.
- Modified company's risk criteria to rank/classify system risk by level of importance, i.e., high, low, and moderate.
- Launched system risk assessment surveys and reports in an effort to increase company ROI.
- Provided LOMA certification and Audit & governance training by the organization to become the youngest auditor in a deadline driven environment.

### Rocket Internet

2015 – 2015

#### Data Science Intern

Provided analytical insights in an effort to optimize profit for company's e-commerce products for digital marketing and client expansion. Utilized HTML and CSS software in order to generate analytical reports and present findings for acquisition campaigns. Assessed inventory levels for online testing strategy and updated systems to track inventory movement from conception to completion in daily and monthly reports. Streamlined social services and facilitated the implementation of extensive digital technology to improve ROI and avoid additional media expenditures.

#### Key Accomplishments:

- Assisted in devising a modern contract file management system to secure project billing and service agreements. This resulted in creating performance reporting and reporting systems to analyst team.
  - Increased company profit margin by \$5K annually.
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## EDUCATION

Mercer University, Stetson School of Business and Economics – Atlanta, GA

Exp. May 2021

### Master of Science in Business Analytics (MSBA)

#### Key Accomplishments:

- **Cumulative GPA:** 3.75/4.0
- **Awards and Certifications:** International Bronze Award awarded by the Duke of Edinburgh's International Award Program and Online Diploma in IT-Management awarded by Alison

## SUBJECTS STUDIED IN THE PROGRAM

- Applied Data Analysis and Simulations
- Advance Business Statistics
- Data Mining
- Data Driven Decision Making & Optimization
- Data Management & SQL
- Financial Analytics
- Introduction to R-Programming
- Legal & Ethical Issues Affecting Big Data
- Marketing & Social Media Analytics
- Visual Reporting & Communication

**Institute of Business Management** – Karachi, Pakistan  
**Bachelor of Science; Major: Computer Science with AI Concentration**

2017

### Project Portfolio:

- 1. Pricing Analysis of AirBnB in NYC** for their campaigns using regression analysis, Machine Learning and Power BI. Created the full pipeline from cleaning data process to predict the price. Theoretically, Aribnb could link their database to the algorithm to generate the new price predication. Convenient way for the customers to see the price listing of available houses/apartments.
- 2. Google Analytics Customer Revenue Prediction** to determine which G-Suite fits the google model in an effort to optimize revenue. Presented data in a meaningful way using analytics tools like PowerBI dashboards.
- 3. Published a research paper on Text Classification using Keras and Deep-learning Models.** observed how to achieve desired objective in the mean of predicting sentiment analysis and classification using methods of deep-learning architectures basic neural network, LSTM and CNN with keras from analyst perspective.
- 4. Capstone Project: Recommended a screen matching approach for Pegasystems analyst team;** to classify the information using text-mining/data analysis and remove vacuum in the future data. Using Jaccard Similarity and Minhash technique developed an application design which reduced **90%** of screen names ( From 5,000 to 500). This provided Pegasystems a base to cluster screen names, insert any new data/information inserted by users under different screen names fall into category that can be altered based on volume of data. The application itself provided a better user interface and more efficient application to cater to needs of customers/employers.